Using University of Alberta
New Visual Identity
in \LaTeX Documents

by

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1 Introduction

The University of Alberta has a new Visual Identity Program which includes a new stationary design. This document is to facilitate using that design in \LaTeX{} documents by describing the visual identity graphics and their use in \LaTeX{}.


These identities are available in three formats: Small, Large, and Circular. They have both positive and negative images. The Circular identity is also available in colour. Only the positives are use in this document.

With Small and Large identities, the name “University of Alberta” can be on one or three lines. “Negative” refers to when the crest is to appear on a lighter Coloured background.

The following sections deal with obtaining usable postscript files and including them as graphics in \LaTeX{} documents. A new documentclass textitscletter has been developed to producing letterhead.

2 Small Identities

“Small” refers to when the crest portion of the identity appears less than 15mm wide. These images are best used as logos on slides or as personalized letterheads. The Small identities are presented here unscaled, and are displayed enclosed in a box. The box illustrated the bounding bounding box in the postscript file.

![Small Identity](UA1TXT1.eps)

Figure 1: File: UA1TXT1.e (Small, 1-line, Positive)

![Small Identity](UA1TXT3.e)

Figure 2: File: UA1TXT3.e (Small, 3-line, Positive)

3 Large Identities

The Large identities are presented scaled to 50% of their original sizes.

The two easily noticeable differences between Small and Large identities are the “wheat” of the emblem and the font\footnote{For example, note the letter ‘A’ in Figure 2 and Figure 4.} used for in the banner flag.
4 Circular Identities

Circular identities are available in black and white, and colour. On non-colour printers, there will be grey shading in the emblem for colour identities. Newer versions of the xdvi previewer will display colour.

5 Using the postscript files with \LaTeX

The visual identity postscript files can be included into a \LaTeX document using the graphicx package which provides the includegraphics command. \LaTeX2e is required; this document was developed with \LaTeX2e version 1998/06/01.

Scaling and centering are easily done.

The circular colour identity in Figure 8 was included in this document using

\begin{figure}[htbp]
\centering
\includegraphics[scale=0.5]{UA6.eps}
\caption{File: \texttt{UA6.eps} (Circular, Large, Colour)}
\end{figure}
Figure 6: File: UA4.eps (Circular, Large, Positive)

Figure 7: File: UA5.eps (Circular, Small, Colour)

Figure 8: File: UA6.eps (Circular, Large, Colour)
6 \LaTeX{} letterhead template

To provide an easy and consistent way of producing letters in \LaTeX{} that have the new visual identity a new csletter document class has created which uses all the original letter class but puts the logo in the header and the address information in the footer area. An additional option \texttt{colorlogo} uses the color logo.

The csletter class was modeled in part on an example in \textit{A Guide to \LaTeX{} Document Preparation for Beginners and Advanced Users, 1993} by Helmut Kopka and Patrick W Daly.

csletter.cls is listed in the Appendix.

An example letter in \LaTeX{} would look like

\begin{verbatim}
\documentclass[colorlogo]{csletter}
\name{Dr. \ P. W. Daly}
\signature{Patrick W. Daly}

\begin{document}
\begin{letter}
Mr. \ George Murphy\\
35 Waterville Rd.\\
Centertown, Middlesex\ United Kingdom\\
\opening{Dear George,}
Thank you for your inquiry about the latest version of the \LaTeX{}{} package and the style files...
\closing{Regards,}
\encl{1 diskette with \LaTeX{}{} package}
\cc{H. Kopka}
\end{letter}
\end{document}
\end{verbatim}

The postscript output is illustrated in the Appendix in Figure 9.

7 Location of postscript, csletter and tr files

The visual identity graphics are available as postscript files at \url{http://www.ualberta.ca/TRG/graphic/gr12.htm}.

Unfortunately, the files provided by the Graphics Design and Photo Services are not directly usable in \LaTeX{} because of extraneous data in the files \cite{footnote1}. This extraneous data can be removed using the script given in the Appendix.

A cleaned up set of postscript files is available at \url{ftp://ftp.cs.ualberta.ca/pub/TechReports/1998/TR98-09} and as part of the newer installed \LaTeX{}xin /usr/TeX/share/texmf/tex/latex/local/UofAidentity/.

At /usr/\TeX{}/share/texmf/tex/latex/local/ are the files csletter.cls and tr.sty used to generate the title page for Technical Reports.

A list of the postscript files appears in the Appendix which gives further detail.

\footnote{They were created on a PC using Adobe Illustrator 3.2 and contain some extraneous bytes before the \texttt{\%1FS-Adobe} line, as well as extraneous bytes after the \texttt{\%0F} line at the end of the file.}
A Script to cleanup postscript files

The following perl script was used to cleanup the postscript files.

```perl
#!/usr/local/perl/bin/perl

undef $/; # eof becomes record separator
$_ = <>; # read in whole file
tr/\r/\n/s; # replace carriage return with newline
s/.*%!PS-Adobe%!PS-Adobe/s; # strip garbage at front
s/%EOF.*/%EOF\n/s; # strip garbage at end
print; # output cleaned up file
```

B Characteristics of Visual Identity Postscript files

The data in the attached table was taken from the Visual Identity postscript files of August 1998.

<table>
<thead>
<tr>
<th>File name</th>
<th>Size</th>
<th>format</th>
<th>name</th>
<th>Bounding Box</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>UA1TXT1.ep</td>
<td>small</td>
<td>positive</td>
<td>1-line</td>
<td>black/white</td>
<td>239 430 575 503</td>
</tr>
<tr>
<td>UA1TXT1A.ep</td>
<td>small</td>
<td>negative</td>
<td>1-line</td>
<td>black/white</td>
<td>222 455 558 528</td>
</tr>
<tr>
<td>UA1TXT3.ep</td>
<td>small</td>
<td>positive</td>
<td>3-line</td>
<td>black/white</td>
<td>239 430 410 503</td>
</tr>
<tr>
<td>UA1TXT3A.ep</td>
<td>small</td>
<td>negative</td>
<td>3-line</td>
<td>black/white</td>
<td>222 455 393 528</td>
</tr>
<tr>
<td>UA2TXT1.ep</td>
<td>large</td>
<td>positive</td>
<td>1-line</td>
<td>black/white</td>
<td>-18 301 606 437</td>
</tr>
<tr>
<td>UA2TXT1A.ep</td>
<td>large</td>
<td>negative</td>
<td>1-line</td>
<td>black/white</td>
<td>-17 302 606 438</td>
</tr>
<tr>
<td>UA2TXT3.ep</td>
<td>large</td>
<td>positive</td>
<td>3-line</td>
<td>black/white</td>
<td>-17 241 503 464</td>
</tr>
<tr>
<td>UA2TXT3A.ep</td>
<td>large</td>
<td>negative</td>
<td>3-line</td>
<td>black/white</td>
<td>-16 242 502 464</td>
</tr>
<tr>
<td>UA3.ep</td>
<td>small</td>
<td>positive</td>
<td>black/white</td>
<td>271 201 346 276</td>
<td>1.0 1.0</td>
</tr>
<tr>
<td>UA3A.ep</td>
<td>small</td>
<td>negative</td>
<td>black/white</td>
<td>271 201 346 276</td>
<td>1.0 1.0</td>
</tr>
<tr>
<td>UA4.ep</td>
<td>large</td>
<td>positive</td>
<td>black/white</td>
<td>191 373 414 595</td>
<td>3.1 3.1</td>
</tr>
<tr>
<td>UA4A.ep</td>
<td>large</td>
<td>negative</td>
<td>black/white</td>
<td>191 373 414 595</td>
<td>3.1 3.1</td>
</tr>
<tr>
<td>UA5.ep</td>
<td>small</td>
<td>positive</td>
<td>colour</td>
<td>262 407 329 474</td>
<td>0.9 0.9</td>
</tr>
<tr>
<td>UA6.ep</td>
<td>large</td>
<td>negative</td>
<td>colour</td>
<td>141 338 340 537</td>
<td>2.8 2.8</td>
</tr>
</tbody>
</table>

C Sample letter using csletter document class

The final postscript version of a letter is illustrated here. Its been scaled to 50%.

D csletter.cls

```
%%%-------------------------------------------------------------------------------
%%
%%% This is file `csletter.cls'
%%
%%% This class extends standard `letter.cls' to print the
%%% University’s new identity (i.e., department’s letterhead
%%% stationary) on the first page of a letter.
```
June 26, 1998

Mr. George Murphy
26 Waterville Rd.
Cotonorra, Midleton
United Kingdom

Dear George,

Thank you for your inquiry about the latest version of the BI72X package and the style files. The date of the version that I am now using is March 26, 1992, superseding that of January 14, 1992, which was an update of the new release on December 2, 1991. You might have the impression that new versions are coming so quick and fast that you have no chance to keep up with them. Actually, most of the changes are minor, being more flowery. However, the new release of last December is indeed important, for it introduced the international BI72X as the official standard.

I am sending you a copy of the March 26, 1992 version of the entire BI72X package on a 3.5" floppy disk, as you requested. In a separate directory named bi72xnew you will find the special bibliography formatting style files mentioned in "A Guide to BI72X". I hope you will find them of use.

Do not hesitate to get in touch with me again if you have any further questions about the installation or running of the package.

Regards,

Patrick W. Daly

enc: 1 diskette with BI72X package
c/c: H. Kaplan
%%
%% By default `eps Large (B/W)` circular identity is used.
%% Option `colorlogo` is provided to select `eps Large Color`
%% identity if desired.
%%
%% Author : M. Rasit Eskicioglu
%% Created on : August 15, 1998
%% Version : v1.0

\def\filedate{1998/08/15}
\def\csletterversion{1.0}
\NeedsTeXFormat{LaTeX2e}
\ProvidesClass{csletter}
\[\filedate\space v\csletterversion\space
  UofA CSDept customized LaTeX document class\]
\RequirePackage{graphicx}

\By default, use B/W logo...
\newif\if@colorlogo \@colorlogofalse

% Use the base `letter` class
\DeclareOption*{\PassOptionsToClass{\CurrentOption}{letter}}
\DeclareOption{colorlogo}{\@colorlogotrue}
\ProcessOptions
\LoadClass{letter}

% Provide wider/longer area for text...
\setlength{\textwidth}{166mm} \setlength{\textheight}{195mm}
\setlength{\topmargin}{0pt}
\setlength{\oddsidemargin}{0pt} \setlength{\evensidemargin}{0pt}

% Define two boxes for the header and the footer...
\newsavebox{\CShead} \newsavebox{\CSfoot}

% Header for the first page...
\if@colorlogo
  \sbox{\CShead}{\parbox[t]{\textwidth}%
    {\centerline{\includegraphics[height=24mm]{UA6.eps}}% \ LOGO Color-Lg
     %\{\centerline{\includegraphics[height=24mm]{UA5.eps}}% \ LOGO Color-Sm
     \vskip 4pt%\}
     \centerline{UNIVERSITY OF ALBERTA}}}
\else
  \sbox{\CShead}{\parbox[t]{\textwidth}%
    {\centerline{\includegraphics[height=20mm]{UA4.eps}}% \ LOGO B/W-Lg
     %\{\centerline{\includegraphics[height=20mm]{UA3.eps}}% \ LOGO B/W-Sm
     \vskip 10pt%\}
     \centerline{UNIVERSITY OF ALBERTA}}}
\fi
Contents

1 Introduction 1
2 Small Identities 1
3 Large Identities 1
4 Circular Identities 2
5 Using the postscript files with \LaTeX 2
6 \LaTeX letterhead template 4
7 Location of postscript, csletter and tr files 4
A Script to cleanup postscript files 5
B Characteristics of Visual Identity Postscript files 5
C Sample letter using csletter document class 5
D csletter.cls 5

List of Figures

1 File: UA1TXT1.png (Small, 1-line, Positive) ................................................. 1
2 File: UA1TXT3.png (Small, 3-line, Positive) .................................................. 1
3 File: UA2TXT1.png (Large, 1-line, Positive) .................................................. 2
4 File: UA2TXT3.png (Large, 3-line, Positive) .................................................. 2
5 File: UA3.png (Circular, Small, Positive) ..................................................... 2
6 File: UA4.png (Circular, Large, Positive) ..................................................... 3
7 File: UA5.png (Circular, Small, Colour) ....................................................... 3
8 File: UA6.png (Circular, Large, Colour) ....................................................... 3
9 Sample one page letter ................................................................. 6

List of Tables